

# The Greenfield Consulting Group, Inc.

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November 19, 1992

Ms. Jeanne Bonhomme  
PHILIP MORRIS USA  
120 Park Avenue  
New York, NY 10017

RE: PM-13392C/X

Dear Jeanne,

The following will confirm scheduling, specifications and location for the upcoming *Benson & Hedges Special Kings* make up group. One focus group interview will be conducted in New York, NY on Monday, December 14, 1992. The group will run from 6:15 P. M. to 7:45 P. M.

## SPECIFICATIONS:

- Males;
- White;
- A good mix of ages 25 - 35;
- Must smoke at least one half pack of cigarettes in an average day;
- Must smoke filtered cigarettes;
- Must smoke king size cigarettes;
- Menthol smokers--Newport (full-flavor or light), Kool or Salem (full-flavor, mild or lights--not slims).
- Must have purchased at least two packs of Benson & Hedges Special Kings;
- Half should have positive future purchase intent and half should have negative future purchase intent;
- Past participation and security screens.

## NEW YORK FACILITY:

WOLF/ALTSCHUL/CALLAHAN, INC.  
171 Madison Avenue  
(between 33rd and 34th Streets)  
New York, NY 10016  
(212) 725-8840 Contact: Arlene Katz

If there is anything else I can do to be of assistance, please don't hesitate to call.

Best regards,



Shacla Cahill  
Vice President, Client Services

SC/wb

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